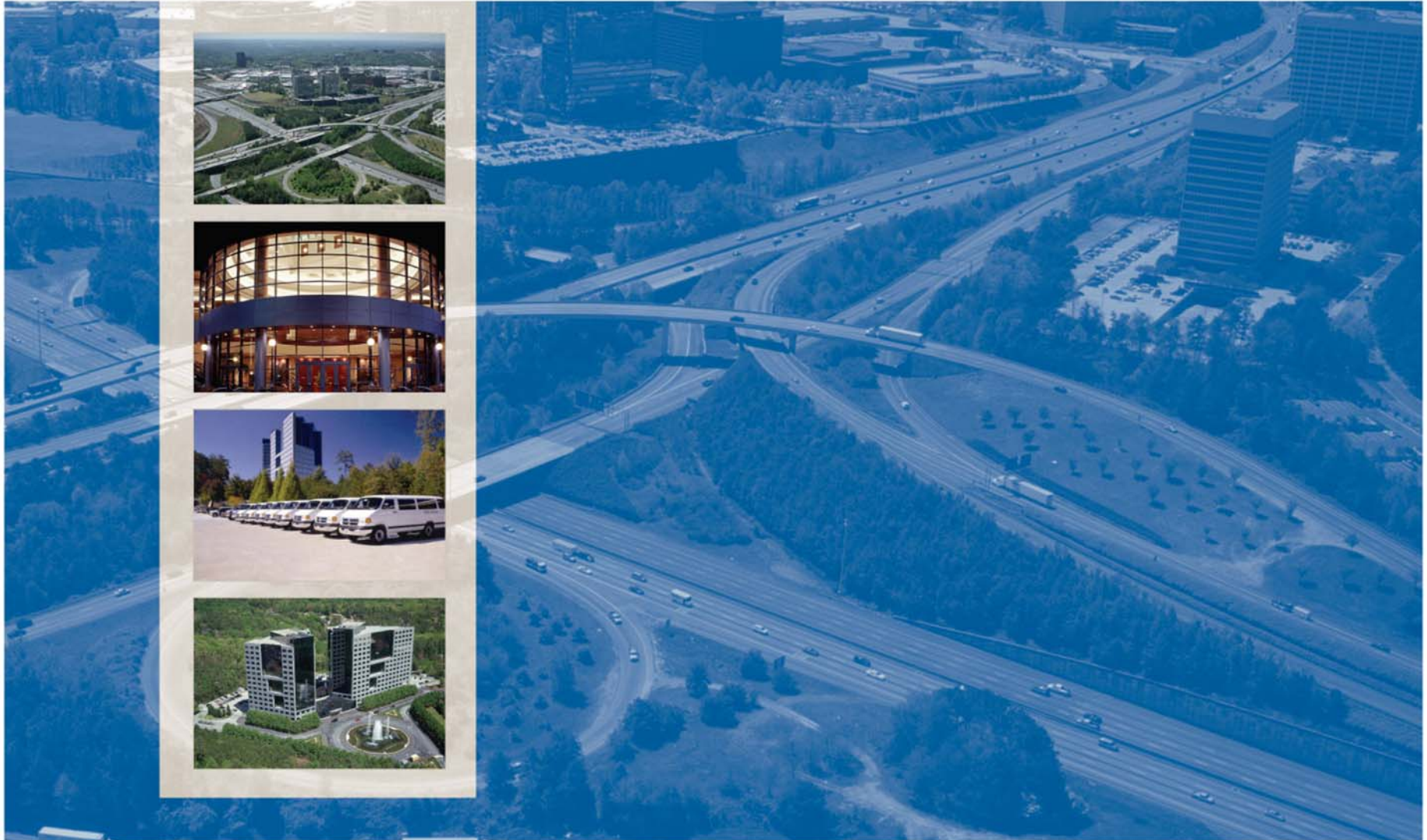


CUMBERLAND GALLERIA

▶ **ACCESS TO IT ALL**



Cumberland Galleria

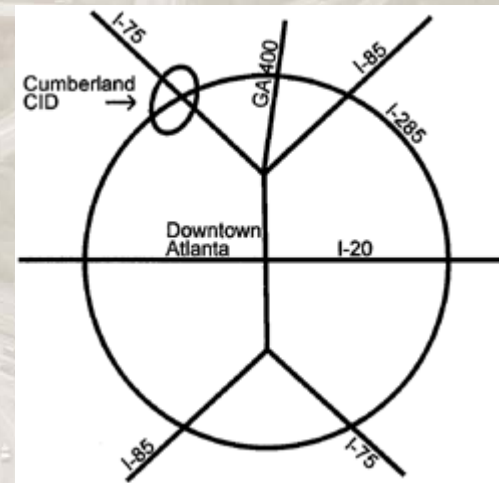
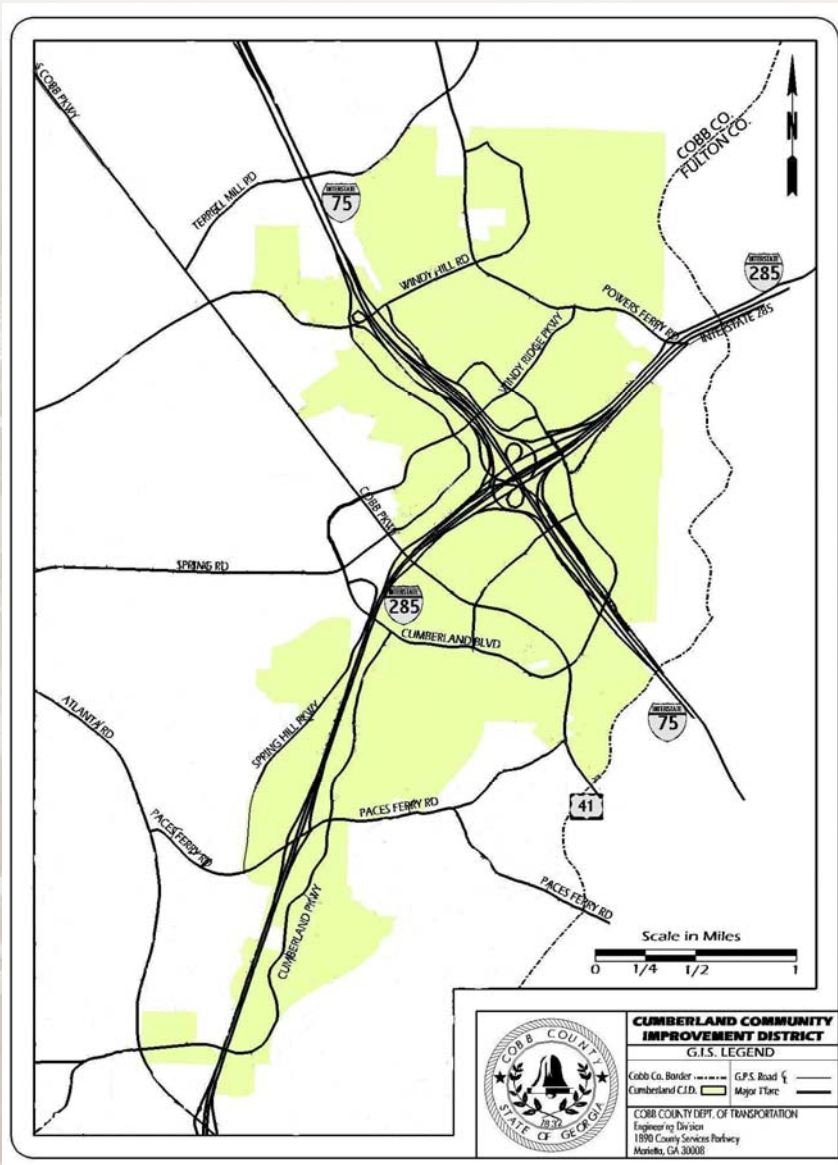
Market Profile

- 70,000+ employees (or 122,000 in ARC's "Superdistrict")
- 24 million sf office space + 10 million sf retail (second largest suburban office market in Southeast)
- \$2.5 billion worth of commercial real estate investment
- HQs of The Home Depot, Coca-Cola Enterprises, Genuine Parts Company, The Weather Channel, GE Energy, etc
- Almost one million cars pass through the network of I-75, I-285, & US 41 every day

Cumberland CID | *Access To It All*



Service Area



Cumberland CID

A Public-Private Success Story

- The Cumberland Galleria business community works with public partners to invest local dollars back into the community.
- To date, \$60 million in CID commitments have leveraged almost \$3 billion in projects that are either completed or slated for construction (a ratio of 50:1).
- By 2012, the Cumberland CID will have committed \$100 million in local money to improve access to and within Cumberland Galleria.
- An integrated approach to meeting both supply and demand-side mobility needs:
 - Roads & Infrastructure
 - Blueprint Cumberland (land use)
 - Commuter Club TMA (services)

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Commuter Club | Highlights

- GA's first TMA which coordinates trip-reduction and trip-choice in the community.
- Pioneered many services in use around Atlanta region today including incentives and best practices.
- Successes include 42 vanpools and growing, more than many cities with populations greater than one million people.
- Approximately 430 tons of pollutants and more than 25 million vehicle miles reduced every year.
- Second office market in the nation and first in GA recognized by US EPA as a *Best Workplaces for CommutersSM* district.

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Best Workplaces for Commuters | *District Activities*

- **Ongoing Vanpool Subsidies**
Local funds buy down seats to an affordable \$50/month per rider.
- **Ongoing Transit Subsidies**
Local funds reduce 30% off of ticket costs.
- **Guaranteed Ride Home Service**
Emergency ride home taxi service for rideshare users.
- **Ridematch Service**
Free carpool and vanpool matching for people.
- **Ongoing Promotions**
Communications, campaigns, prizes, etc.

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Best Workplaces for Commuters | *Findings*

- Financial investments may be cost prohibitive for some communities unless dedicated funding is available.
- Political support helps gain attention and sell idea.
- BWC designations provide unique, value-added services to communities.



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